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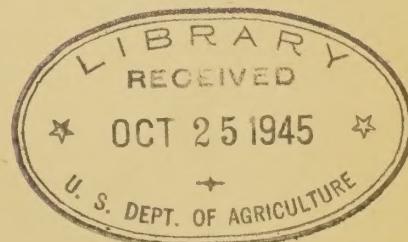
1941 Plans Stress Preparedness, Ever-Normal Granary

Plans for the 1941 AAA Farm Program, as drafted at the national AAA conference last month, stress two very important contributions to national defense: Strengthening of the Ever-Normal Granary and continued emphasis on conservation of soil resources.

As Administrator Evans pointed out in his opening remarks, preparedness for defense is only one of many tests the AAA Farm Program has faced, and today farmers of the nation are ready with an effective working program, an abundance of food and fiber in the Ever-Normal Granary, and enriched soil. Thus, in the light of agriculture's preparedness, the recommendations for building up the Ever-Normal Granary and continuing the emphasis on conservation are extremely important. By holding the line on the Farm Program, keeping their soil in good condition through conservation methods, and maintaining adequate reserves in the Ever-Normal Granary, farmers will be executing a vital service for our national defense.

The recommendation for the 1941 program indicate that it will follow the general lines of the 1940 program. Important among some of the specific recommendations were: (1) extension of the grant of aid program to wider areas and additional materials, (2) extension of the special wind-erosion prevention programs in the Southern Great Plains, (3) opportunity to use practices not in the regular program but which are especially needed on individual farms. Other recommendations affecting commodity loans, soil-building practices, allotments and other phases of the program reflect the desire of farmers to conserve their soil, and further build up the Ever-Normal Granary.

We can increase the effectiveness of our press and radio releases and other types of informational materials about the new program by stressing that farmers are doing their share in the national defense by carrying out the provisions of the program.



Tips on Coming Events
and Developments in AAA

1. Winter Cover Crops--One of the most important activities in the East Central Region this fall will be the program to encourage greater use of winter cover crops. The cover crop program will get under way in August with meetings and other educational activities. In connection with this special activity, the East Central Region suggests a feature story which may be released in August. Such a story could emphasize what happens when land is left bare over the winter. Experiment station results could be used to show the loss of soil nutrients when land is uncovered, when covered with lespediza only, and when protected with small grain and winter legumes. The story could also point out the special necessity of planting winter cover crops on terraced land. Illustrations will improve such a feature. Suggestions for cover crop pictures are outlined in the picture section of the calendar.
2. Close of Program Year--In areas where the program year closes earlier than in 1939 there will be opportunity to explain in local press and radio releases, the advantages of this to farmers. State committees will be able to outline the advantages, since these will vary from state to state, according to the type of farming.
3. Farm Buildings--Conservation is influencing farm building and equipment needs. It was reported recently in a series of lumbermen's meetings in North Dakota. Conservation farming has brought such changes as increased acreages of grass and forage crops, involving feed storage and livestock shelter, new requirements for farm grain storage. This presents the possibility of local stories on the same subject in other states. Local lumber dealers could supply data on the change in farm building requirements as they have observed them through building activities.
4. Loan Activities--Follow-up releases on a local basis could be written in the states after the announcement of the resealing program on 1938 and 1939 corn. It might be well to stress the condition of sealed corn in the Ever-Normal Granary. The recent re-inspection of corn under loan showed that 99.6 percent of all farm-stored corn graded No. 3 or higher on May 31. Of the corn in steel bins, 97.6 was reported as grading No. 3 or better. Along with the fact that sealed corn is in good condition, the reserve corn could be stressed as part of the Ever-Normal Granary which makes agriculture so well prepared for national defense. In all local information material on crops covered by the loan--corn, wheat, barley, rye, cotton--it will be well to emphasize the part that stored grains and fiber play in the Ever-Normal Granary, in connection with agriculture's preparedness.

5. Oregon Feature--The story of how Pacific Northwest farmers have used crested wheat grass to meet a special problem was recently released to the papers in Oregon. The feature explained the chief problem of farmers in the area--to find a grass that would establish itself on dry land shifted from wheat production. Experiment stations and extension services tested several grasses, but crested wheat grass was the "find." At first the use of the plant was limited. After the AAA came into the picture, farmers through the help offered in the AAA conservation program, were able to increase their acreage of crested wheat grass to about 355,000 acres--from about 100 acres 10 years before. In other states, similar achievements under the conservation program could be subjects of special features. The Oregon feature was illustrated by a picture showing a good stand of crested wheat grass, with a man in it for human interest and photographic perspective.
6. Crop Insurance--August will be an opportune time for local releases on crop insurance. A feature might be based on the fact that farmers are now entering the third year of crop insurance. It could stress that more wheat growers are now in the program, recount the experiences of farmers with the first two years of crop insurance and cite outstanding examples where indemnity payments have enabled farmers to follow better methods of farming, make payments on their farms, and meet other obligations. Another possibility would be to write a story about a farmer who has harvested a good crop, but who will insure his wheat for 1941. Another story could point out the convenience with which farmers can take out crop insurance through the simplified procedure of the 1941 program, AAA advances, etc.

Suggestion for Radio
Programs in the States

1. North East Radio--Radio activity in the Northeast Region will be considerable during August. Two broadcasts in the farmer-committeeman series over WGY, Schenectady, N. Y., include: August 1--"Will Our Boys Want Our Farms," Lamoille County, Vermont, County Committee; August 12--"Building Soil For Tomorrow," Saratoga County, N. Y., Committee. In addition to the programs listed above, there will be a regular program on the Colonial network, Boston, Friday, July 26.

2. Achievement Broadcast--If not already done, radio broadcasts could be worked up from the brief summaries of program results which each state office furnished for the National Farm and Home Hour Broadcasts during the national conference in July. This excellent material could form the nucleus for an expanded broadcast dealing more fully with the program in the state. It could also provide the springboard for a discussion of the conference and the outline of the 1941 program as described in the newspaper release issued after the conference. It would be well to inform the public about how the results being obtained by farmers through the program help meet the nation's preparedness requirements. Agriculture's increased efficiency in production and in the storage of reserves, the adequate supplies now on hand, the improved soil, and other results of the program all help to make the nation and the American people better prepared than ever before on the agricultural front. For references to results in states other than your own, see copies of the national conference broadcasts recently mailed to you.
3. Cover Crops--Item No. 1 in the first section of the Calendar will also be suitable for radio material. In addition to announcements, "farm flashes" and the regular radio releases which are prepared in the states, interviews with farmers who have had satisfactory experiences with cover crops could report on the value of such crops. Explicit details of his accomplishments, not generalities, should be the basis of his part of the interview.
4. End of Program Year--Like other new program developments, item No. 2 in the first section of the calendar can be worked into material for radio announcements. On a county basis, a farmer might tell what having the program year end earlier means to his farming operations. However, this may not be enough for a broadcast by itself.
5. Crop Loans--Local stories about crop loan activities during August and later, mentioned in paragraph No. 4 in the first section of the calendar, can also be worked into radio material. Specific mention should be made of the part these loans play in the Ever-Normal Granary.

6. Crop Insurance -- The tips on crop insurance stories, mentioned in the preceding section, should offer opportunity to get personal experiences of farmers for use in radio interviews.
7. Farm Home Series -- The series, "The Farm Home -- Today and Tomorrow," in which farm people report on problems of the home and the people in it, will be completed in August. The three remaining broadcasts are: "Grow Your Own," Milam County, Texas, August 6; "Farm Homes -- Temporary and Permanent," Bryan County, Oklahoma, August 13; "Country Life and Triple-A," Montgomery County, Maryland, August 20. These programs, of course, are heard over the National Farm and Home Hour. Local promotion on these programs will be of value, since they have information of particular interest to local urban and rural people.

Suggestions for Local Pictures.

1. Picture Technic -- Into every picture taken should go the action motive. Persons and animals should be included in every shot, not only to add interest, but to give the impression of relative size of objects and landscapes and to give proper perspective. To pack punch into pictures, get farmers actually working at the practices they are carrying out. The most common error from the mechanical standpoint of actual "shooting" is slight camera movement during the moment of exposure. Movement cannot be detected in the contact print but shows up glaringly when the print or a section of it is blown up. Use of a tripod, when practicable, cannot be over-emphasized. The extra effort expended in carrying a tripod over field, etc., will be repaid in sharp, clear pictures that will hold up under severe enlargement.
2. Cover Crop Pictures -- A number of pictures to support the cover crop program in the East Central Region can be taken during August. These might show farmers preparing their land for seeding winter legumes, washed or eroded land compared with well covered land, terracing machines in operation, application of lime and superphosphate for use with cover crops. Pictures showing unloadings of hairy vetch and winter peas which have been shipped in from Northwest Pacific states will also make good shots for this campaign.

3. Farmer Fieldman--One-column mats of farmer-fieldmen in North Dakota have been provided to editors of local papers. Since papers are becoming more and more pictures conscious, the same idea could be used in other states to furnish mats to papers for use at times when fieldmen are in counties for special meetings and other activities.
4. Harvest Pictures--In many areas, harvest of one kind or another will be in progress during August and this will be an excellent time to get shots of harvesting operations, of grain going into storage in the Ever-Normal Granary, and of conservation practices which are carried out at this time of the year.
5. Grant of Aid--An interesting picture on the grant of aid program came out in West Virginia recently. The mat was a layout of four individual pictures. Two of the pictures showed farmers unloading bulk and superphosphate from freight cars. The other two pictures showed farmers applying lime to their land, one with a shovel and the other by machine. The cut copy was very short, telling briefly that a new term, "grant of aid", was becoming a favorite with farmers, and that farmers obtained lime and superphosphate in place of conservation payments.

Information on Developments in the Commodity Programs

Wheat: Applications for 1940 wheat parity payments will be completed in most states, and in many the larger share of the payments will have been made. In most wheat areas, committeemen will be working with farmers on the wheat plan for participation in the 1941 program.

In New York, Pennsylvania, and New Jersey (check with state committees for this date in other states) August 31 is the final date for farmers to exercise their option to be either wheat allotment or non-wheat allotment farmers for 1941.

In southern wheat states late wheat loan applications will be coming in during August, while in the northern wheat states applications will probably be starting.

Individual wheat allotments will go out in some areas.

Corn: The corn resealing program covering 1938 and 1939 loans will be announced late in July. The signing of applications for corn parity payments will be about completed in most corn areas, and payments may begin during August.

Cotton: Marketing quota cards will be issued during August for the sale of cotton.

Cotton parity payments, which started to go out to farmers during July in many areas, will continue. In some states this work may be completed.

The cotton harvesting season will be underway in much of the area.

Tobacco:

August is an important month for flue-cured tobacco growers, particularly in the East Central Region. Flue-cured markets will open during the month, and farmers will receive marketing cards for the sale of tobacco.

Performance work will be completed before the markets open, and regulations for marketing will be issued to all growers engaged in it.

Crop Insurance:

The deadline for 1941 winter wheat applications is August 31. Adjustments will continue on 1940 spring and winter wheat losses.

Sugar Beets:

Farmers will be occupied with the hoeing of the sugar beet crop during August. This may present another opportunity to call the attention of the growers to the fact that if they wish to receive federal sugar payments, they may not hire, nor permit to work, children under the age of 14, and that the working day of children between 14 and 16 is limited to 8 hours. A performance check with the labor provisions of the agricultural conservation program will be made during the month.

Performance:

East Central Region--The performance check which began in July will probably be completed by the end of August. It is being speeded up considerably because of the early opening of the flue-cured tobacco and cotton markets.

Northeast Region--Performance work will continue in every state. Farmers will start to make applications for 1940 ACP payments in the county offices.

North Central Region--The first check of performance will be completed in all areas in August.

The final date for signing the wheat plan for participation in the 1941 program is August 31.

Southern Region--No performance work.

Western Region--Certification of applications for 1940 conservation payments will begin about August 15.

A check of late practices and disposition of crops will be in progress in some areas.

Compliance work in connection with the range program will be well underway.

Soil-Building
Practices:

East Central Region--July will be a time when farmers may seed cover crops, apply lime and superphosphate, and carry out terracing practices. (See section on Tips and Developments in AAA for special program on cover crops.)

Northeast Region--Seeding of legumes, green manure and cover crops, and pasture improvement practices may be carried out.

North Central Region--Practices which farmers may follow include application of lime and fertilizer to pastures in connection with seedings of alfalfa and other grasses and legumes following the grain harvest, terracing, strip-cropping, dam construction, plowing under green manure crops, weed eradication. In the range area, many ranchmen will complete their wells and dams and spreader terrace systems.

Southern Region--Application of superphosphate and lime to pastures, and seeding vetch in some areas, will be practices farmers may carry out in August.

Western Region--Farmers may contour-furrow pasture land in some areas, chemically treat weeds for their control, apply lime and superphosphate, make fall seedings of alfalfa during the latter part of the month, seed depleted range land, non-crop pasture land and restoration land, complete deferred grazing in some areas, and carry out other locally adapted practices.

Speeches,
Meetings and
Miscellaneous:

East Central Region--A series of meetings will be held on a state and county basis to lay plans for the winter cover crop campaign. In addition to this, Kentucky will have a series of 1-day agronomy meetings for the training of new committeemen; these are expected to last about 2 weeks.

North Carolina is preparing a movie and West Virginia and Virginia are making slides to use in connection with the special program on cover crops. The slides and movie will, of course, have cover crops as their theme.

The closing date for the 1940 program will be August 31 in every state except North Carolina, where the date will be October 31. The six states in which the date is August 31 are planning to hold elections of their committeemen for the 1941 program year prior to the closing date.

Administrator Evans will speak Tuesday, July 30, on the Farm and Home week program of North Carolina State College, at Raleigh.

Northeast Region--Although there are no regional plans for the work, committeemen who attended the national conference in Washington July 10, 11 and 12, will give county and community committeemen a resume of procedure, action and sentiment of the conference.

Committeemen in New York, New Jersey and Pennsylvania are scheduled to complete contacts with wheat allotment farms prior to September 1.

A summary of Northeast educational activities from February 1 to June 1, 1940, has been prepared and will reach state offices by August 1. The summary shows figures on county and community meetings for farmers, women's groups, business men, school and other groups.

Southern Region--Work on 1941 state handbooks will continue in Washington.

County offices in Southern states will be: (1) working on 1941 potato and vegetable allotments, and on 1941 celery allotments in Florida, (2) determining normal yields for potatoes, (3) issuing cotton marketing cards, (4) sending out parity payments on cotton and rice.

Western Region--A number of local meetings will be held in the Southern Great Plains area to formulate the special program for wind-erosion control in that area.

States will have information on important closing dates very soon; these should be checked with state committees for possible use in press and radio material.

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